

INDONESIA TO DEVELOP OVER 500 TOURISM VILLAGES IN 2014

NEW PROJECT TO PROMOTE INDONESIA'S RICH CULTURAL DIVERSITY



19th March 2014 – The Ministry of Tourism and Creative Economy for the Republic of Indonesia (MOTCE) has revealed plans to develop 561 tourism villages in 2014. The project will span 19 provinces and is designed to help visitors discover traditional life at local Indonesian villages, where residents maintain indigenous cultures and live just as their ancestors did centuries ago.

Throughout 2014, MOTCE will improve facilities in more than 500 communities by developing tourism facilities and providing support for the local people. Each village will receive IDR 75-100 million (approximately GBP 3,950 - 5,260) in funding, plus training sessions offered in foreign languages, art, culture and culinary skills to support low-income residents and enhance tourists' enjoyment of the rural area.

Among the tourism villages being developed is Kembangarum in Yogyakarta, one of the leading cultural regions of Java. This rural area will offer a variety of ways for visitors to gain a unique insight into local life. From fascinating batik courses and learning about Javanese gamelan music at the nearby Arum Laris Art House, to discovering how to plough fields and plant rice saplings with local farmers, the opportunities for tourists to enjoy unforgettable travel experiences here are endless.

Spread throughout Indonesia, traditional villages offer the chance to explore places where age-old beliefs, rituals and practices still dominate daily life. The local communities and cultural groups who live in these areas still maintain ancient ethnic customs, wear traditional clothes and produce exotic



Ministry of Tourism and Creative Economy
Republic of Indonesia



arts and crafts, such as intricate batiks, allowing visitors to experience distinctive cultures that remain free from the influences of modern life.

“With more than 350 different ethnic groups, Indonesia is blessed with a cultural diversity unlike any other,” comments Richard Hume, UK Country Manager for Indonesia. “The exciting plans to develop 561 tourism villages this year will offer a rare opportunity to experience true Indonesian village living, with many meaningful travel experiences designed to create everlasting memories for visitors.”

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About Indonesia

The Republic of Indonesia is the largest archipelago in the world, comprising more than 17,000 tropical islands fringed with white sandy beaches. Among the most well-known islands are Bali, Java, Kalimantan (formerly Borneo), Papua, Sulawesi (formerly Celebes), Sumatra, and the Maluku Islands (or better known as Moluccas, the original Spice Islands). The destination offers richly diverse cultures and heritage, beautiful beaches and ecotourism along with green rainforests to trek through and deep blue pristine seas to dive and swim, and the warmest, most hospitable people on earth to welcome UK visitors.

www.tourism-indonesia.co.uk

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